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Starhotels announces its joining of the Associazione Partners Palazzo Strozzi as a sustainer member, thus carrying forward its long-term promotion and support of prestige initiatives of a wide reaching cultural and social nature in the cities where it operates.

This synergetic relationship will guarantee Starhotels guests preferential access to major international exhibitions organized by Fondazione Palazzo Strozzi.

The virtuous relationship between the worlds of art and business is a sign of development, an open-minded approach, innovation and **social responsibility**. Hence the importance of joining Associazione Partners Palazzo Strozzi, a high-powered group of private companies of primary national and international standing promoted by Leonardo Ferragamo to support Fondazione Palazzo Strozzi through fund-raising, contributing new ideas and experience and stimulating initiatives to promote and valorize art and culture in Florence. This favours the re-launching of **Florence's global image** by virtue of the relevance of the activities promoted by the Foundation, which will act as an **economic flywheel for the territory**.

Starhotels fully espouses the Association's cause on account of its desire to play an active role in valorizing the history of Florence but also to help make the Foundation an instrument of renewal of the **international image of a territory unlike any other in the world**.

A Florentine enterprise with 22 hotels in the hearts of Italy's most beautiful cities, not to mention Paris and New York, Starhotels is a standard bearer of Italian hospitality. The fact that **non-Italians form 72% of its clientele** is another strong affinity with the Association, which is evolving on an international level, first with the set up of the **Palazzo Strozzi Foundation USA, based in New York**, and then with that of the **Palazzo Strozzi Foundation China**, the first foreign no-profit cultural foundation in China. Two instruments that represent an **extraordinary vehicle for valorizing Florence's image worldwide**.